



THE MARKETING MEMO

September 2005

Marketing Branch

Division of Marketing Services

California Department of Food and Agriculture

1220 N St., Sacramento, CA 95814

(916) 341-6005 Fax: (916) 341-6826

www.cdfa.ca.gov

PROGRAM ISSUES

HEARING CONDUCTED ON PROPOSED FRESH FIG PROMOTION PROGRAM

The Marketing Branch conducted a public hearing on August 31 to consider implementation of the proposed Fresh Fig Promotion Program, a proposed state marketing order for promotion and research. The fig industry has had a state marketing order for dried figs for many years, but this proposal would be specific to fresh figs. The hearing record will be considered by CDFA to determine whether or not to move forward and conduct the second phase of the implementation process, a vote of fresh fig growers. CDFA intends to make a decision on this matter by early October. Please contact Dennis Manderfield of the Marketing Branch if you need more information about this proposed program.

PISTACHIO MARKETING AGREEMENT NOT RENEWED AS INTEREST DECLINES

On August 31, CDFA announced that the voluntary California Pistachio Marketing Agreement would not be renewed because a major processor lost interest in the program. The Agreement, initiated in 1994 among participating industry processors, established as unfair trade practices bleaching pistachios and commingling artificially opened pistachios with naturally opened pistachios. In 1999, the Agreement was expanded to ban another designated unfair trade practice – shipping pistachios to selected export markets without an aflatoxin test in accordance with the importing country's testing protocol and aflatoxin tolerance.

The continuance of the Agreement came under review when a major processor withdrew from the Agreement, thus causing the total volume handled by the participating signatory members to fall significantly below the majority of industry volume. The initial formation of the Agreement was dependent upon a majority of the volume to effectuate the purposes of the Agreement. Following a review by CDFA, a determination was made to terminate the Agreement. Please contact Dennis Manderfield of the Marketing Branch if you need more information about this issue.

STRAWBERRY COMMISSION BEGINS SEARCH FOR A NEW PRESIDENT

Rodger Wasson recently resigned as President of the California Strawberry Commission. The Commission is therefore preparing to conduct a search for a new permanent President in the coming months. In the interim, Mark Murai, an Orange County strawberry grower and previous chair of the Commission, has been named as Interim President. Please contact Glenn Yost of the Marketing Branch if you need more information about this issue.

ADMINISTRATIVE ISSUES

ETHICS TRAINING CERTIFICATION PROCEDURES FOR MARKETING ORDERS, AGREEMENTS, AND COUNCILS:

Just a reminder that marketing orders, agreements, and councils are required to complete ethics training. First time appointed members and alternate members must complete the training and file a certification with your program within 6 months of assuming their position. All other members and alternates need to complete ethics training and file the appropriate certification every 2 calendar years thereafter. Program Executives must retain the signed original certificates. Please note that CDFA does not collect this information from commissions, even though commission members and alternates are required to complete ethics orientation.

If you have any questions regarding the process, please contact Darwin Spring at the LDC, 916-445-2882, or email: dspring@cdfa.ca.gov.

TABLE OF DUE DATES:

As a reminder of upcoming due dates, we are providing the following Table. Please call your Economist/Analyst at 916-341-6005 if you have any questions.

TABLE OF DUE DATES		
Item	Applies To:	Due Date
Quarterly Contract Report	Marketing Orders, Agreements and Councils	Qtr 3, 2005 (July - September 2005) Due: October 31, 2005
Ethics Training	Marketing Orders, Agreements and Councils	Members must complete the training in the time frames below and submit the certification to their marketing program executive: <ul style="list-style-type: none">• New members: within six months of assuming their position.• Continuing members: every two calendar years. Program Executives must retain the signed original certificates. A list of board members and alternates with the dates they completed the orientation, must be sent to the CDFA Learning and Development Center. Point of contact is Darwin Spring, 916-445-2882.
Member Lists	Marketing Orders, Agreements, Councils, and Commissions	As soon as possible after any changes. Please be sure to include individual contact information: addresses, phone numbers and e-mail addresses.
Financial Audits	Marketing Orders, Agreements and Councils	Three copies due to Branch 30 days after completion.

GENERAL INFORMATION

FEDERAL-STATE MARKETING IMPROVEMENT PROGRAM (FSMIP) APPLICATION INFORMATION:

Every year, the United States Department of Agriculture (USDA) Federal-State Marketing Improvement Program (FSMIP) announces the availability of funds (approximately \$1.3 million) for marketing research projects. FSMIP is a USDA program that provides matching grants to conduct marketing research to enhance and improve the marketing of products and the food system infrastructure.

Fiscal Year 2005 priorities include Market Analysis, Transportation and Distribution, Competitiveness and New Markets, and Quality and Variety.

The historical deadline for submitting grant applications is mid-February. Results are usually announced in August with a start date of September 2006. Additional information is available on USDA's website at: <http://www.ams.usda.gov/tmd/>.

The Department has not received any information for fiscal year 2006 grants, but encourages those entities that are interested in submitting a grant application to contact your respective analyst/economists at (916) 341-6005, or Jeff Cesca at (916) 445-2789. The development and approval of FSMIP grants will take approximately three months.

POLICY MANUAL REVISION COMMITTEE MEETING:

The Marketing Branch held the second meeting of the Policy Manual Revision Committee on September 2. It was a very productive meeting with great participation by the attending committee members. The next meeting of the committee has been scheduled for October 6, 2005.

SECRETARY KAWAMURA ANNOUNCES VACANCIES ON CALIFORNIA ORGANIC ADVISORY COMMITTEE

California Department of Food and Agriculture (CDFA) Secretary A.G. Kawamura is announcing eleven vacancies on the California Organic Products Advisory Committee. Appointments will be: two producer representatives, one wholesale distributor representative, two processor representatives, one retail representative, two consumer representatives, two alternate processor representatives, and one alternate retail representative.

The California Organic Products Act of 2003 established the 15-member committee to advise the CDFA secretary on current issues related to organic food production.

The environmental, technical, and consumer representatives must not have a financial interest in the direct sales or marketing of organic products.

Nominations will be accepted until the positions are filled. Nominations can be mailed to CDFA Organic Program, 1220 N Street, Sacramento, CA 95814, or emailed to rgreen@cdfa.ca.gov. For additional information please contact Ray Green at 916-445-2180, extension 3506

SECRETARY KAWAMURA ANNOUNCES VACANCIES ON CERTIFIED FARMERS' MARKET ADVISORY COMMITTEE

SACRAMENTO, CA - California Department of Food and Agriculture Secretary A.G. Kawamura is announcing five vacancies on the Certified Farmers' Market Advisory Committee. Appointments will be: one certified producer representative, three alternate certified producer representatives, and one certified farmers' market manager representative.

The certified producer representatives must be active in the direct sales or marketing of certified agricultural products at certified farmers' markets.

The Certified Farmers' Market Advisory Committee is charged with making recommendations to the Secretary on legislation, regulations, enforcement issues, administrative policies and procedures pertaining to the direct marketing of agricultural products at certified farmers' markets. The committee also recommends the annual budget and fees to provide enforcement services.

The committee generally meets six times per year alternating meeting locations between Northern and Southern California. Members of the committee receive no compensation, but are entitled to payment of travel expenses. The term of office for a member of the committee is two years. Notification of the committee meetings and their meeting minutes can be found via the internet from the Department's web page by going to the following website address: <http://www.cdfa.ca.gov/is/publicmeetings.htm>

Individuals interested in being considered for appointment as a member or an alternate member should send a letter of consideration and include a letter of recommendation from the industry. Nominations will be accepted until the positions are filled. Nominations can be sent to Janice Price, California Department of Food and Agriculture, Certified Farmers' Market Program, 1220 N Street, Sacramento, CA 95814 or emailed to JPrice@cdfa.ca.gov. For additional information contact Janice Price, (916) 445-2180, extension 3510.

MARKETING PROGRAM AND MARKETING BRANCH JOB ANNOUNCEMENTS:

We routinely include notices of job openings with California marketing programs and other agricultural organizations in the Marketing Memo. Please contact Beth Jensen at 916-341-6005, or via e-mail at bjensen@cdfa.ca.gov to include information in this section.

PEST DETECTION ADVISORY

Attached is the Pest Detection Advisory of current pests affecting California agricultural products. If you have questions regarding this listing, please contact the CDFA Pest Detection Branch at 916-654-1211.

MARKET ENFORCEMENT ADVISORY:

Attached is the Market Enforcement Advisory Notice for July 2005. If you have questions regarding the notice, please contact the CDFA Market Enforcement Branch at 916-341-6276.